

Applicant Acknowledgment

I agree.

✓ I understand that this is a competitive program and a funding award is not guaranteed and I understand that my requested award may be reduced or denied based on available funding.

I agree.

✓ I understand this is a 1:1 or 2:1 match program and that match must be cash match.

I agree.

✓ I understand this is a reimbursement program and no funds will be granted up front.

I agree.

✓ I understand that only eligible items are permitted in the in-kind match marketing plan and the reimbursable marketing plan and I have reviewed the list of eligible and ineligible items in the Terms & Conditions.

I agree.

✓ I understand I need to use the Virginia is for Lovers logo on marketing and advertising materials where required as listed in the program Terms and Conditions and that I need to submit proof of marketing activities and proof of payment to qualify for reimbursement.

I agree.

✓ I understand that this funding is for new initiatives, such as creating and distributing new ads, targeting new markets, running new social media campaigns, and obtaining new marketing content.

I agree.

✓ I understand certain expense categories have 10% of award limitations and I understand these include promotional items, A/V services, insurance, music licensing fees, and TEMPORARY event-specific banners/signage. I understand that ONLY banners/signage related to my event that will be used on the event site or in a VTC Welcome Centers are eligible.

I agree.

✓ I understand that no more than 25% of my award can be spent on local marketing (targeted prospective visitors within 50 miles) and that at least 75% of my award must be spent on target out-of-region and out-of-state visitors.

I agree.

✓ I understand that this program is for eligible expenses incurred between December 1st, 2024 - October 31st, 2026, and that my reimbursement requests must be submitted no later than by October 31st, 2026.

Program Information

Applicant Organization Name

Kay's Kayak Outfitters

EIN

99-99999999

Application Organization Street Address

901 East Cary Street
Suite 900
Richmond, Virginia 23219
United States

Applicant Locality

Alexandria

Business/Organization Type

Small Business (Retail)

How many full-time employees do you have?

10

How many part-time employees do you have?

3

Amount of Requested Funds

\$10,000.00

Applicant Contact Information**Applicant Organization Contact Name**

Kay Kayak

Contact Email

staciwriter@gmail.com

Contact Phone Number

(757) 567-9745

Marketing Initiative Focus

Outdoor Recreation

Contact Mailing Address

1 Kayak Way
Virginia Beach, VA 23463

Marketing Program Start Date

02/01/2025

Marketing initiative Name

Kayaking on the Potomac

Letter of Support from local or regional DMO

- [Marketing-Leverage-Program-Application-Instructions-Template-Spring-2025-5.docx](#)

Marketing Program End Date

10/31/2026

If yes, please provide your Virginia.org listing URL.

www.virginia.org/kays

Is your business, event, or destination listed on Virginia.org (This is not required at time of application, but must be completed before requesting reimbursement.)

Yes

Goals and Partnerships (25 Points)**How will you measure your progress?**

We will track QR Code, coupon code, and social media ad conversion rates and will adjust our marketing plan

What do you want to accomplish with your requested funds?

Kay's Kayaks wants to grow bookings by 10% over the

every quarter to meet the goal of a 1.3% conversion rate and we will track tour reservations in our new booking engine. We will also track the use of a lodging promo code with our lodging partner to increase overnight stays by 10%

next 24 months through an aggressive social media campaign and print campaign driving visitors to our new booking engine. We hope to have a 1.3% conversion rate off of every ad and rack card using unique pixels and QR codes.

Performance Outcome #1
of Customers

Performance Baseline (now)
1000

Performance Goal (End of your program)
1100

Performance Outcome #2
of Room Nights

Performance Baseline (now)
500

Performance Goal (End of your program)
550

Hub & Spoke Itinerary

Lodging Partner
Boutique Hotel Main Street

Partner #2
Sip and Paint on Main

Business/Organization Category
Activity

Spoke #3
Beverages and Brews

Business/Organization Category
Craft Beverage/Wine

Spoke #4
Leesylvania State park

Business/Organization Category
Outdoor Recreation

Spoke #5
Busch Gardens

Business/Organization Category
Attraction

Spoke #6
Lewis Ginter Botanical Gardens

Business/Organization Category
Attraction

What marketing message will help you and your partners achieve your visitation/visitor spending goals? Think about how you will motivate travelers to come to your business, events, or destination.

Our marketing message is "Paddling and Pints on the Potomac" and we will work feature short form video on Reels, Instagram and TikTok capitalizing on the outdoor activity enthusiasts visitor profile. We will position our tours as a unique "can't miss" opportunity and offer adults only and family only tours with different tour talking points and tour routes.

How will you and your partners work together to achieve your goals? Please list exactly what each partner and spoke is doing to support this marketing initiative.

We are working closely with our lodging partner on promo code redemption to track kayak bookings and hotel reservations. We will work with our spokes by cross-promoting activities to visitors by having rack cards in each other's locations. We will also work on a cooperative advertisement in Blue Ridge Outdoors.

Research/Data (25 Points)

What research/data did you use to develop your marketing message?

What research/data did you use to set your goals?
VTC Visitor Profile data said that 10% of kayakers prefer

We used our booking data, VTC travel profiles, Square Reports, and Placer AI data. We also reviewed data on the trend of "Fear of Missing Out" FOMO as well as surveyed our guests and recognized a need to combine kayak tours with a brewery experience.

new experiences that meet their ability levels. Our Square retail sales data indicates that we have 2-3 open spots per trip and we would like to max out every tour time and date with a full 15 spots fill on each tour. Our Placer ai data shows what kayak visitors spend 1-2 nights in location building out itineraries around their kayak tour and are more inclined to visit breweries and take hikes on the second day of their trip.

Target Markets

What research/data are you using to choose this target market?

Our Square credit card processing data show that 5% of our visitors drive south from New York looking for a peaceful outdoor experience coupled with a fun urban environment. We believe this is a growth market for us. Philadelphia and Baltimore show a 10% visitation rate so we believe we have good visitation from these regions and want to pivot to NYC.

Out of State Target Market

New York, NY

What research/data are you using to choose this target market?

We used VTC Visitor Profile Data that showed a 15% of Hampton Roads residents are outdoor recreation enthusiasts and tend to build long weekend itineraries around an outdoor recreation experience. Our DMO's Arrivalist data shows high visitation from this region and we want to convert those visitors to booking a kayak tour with us.

In-State Large Metro Target Market

Hampton Roads

What research/data are you using to choose this target audience?

Our customer surveys in 2022 and 2023 also showed that Hampton Roads is a good growth market for us with the majority of our family reservations coming from that region. We analyzed our family reservations vs our adult reservations and believe that attracting families will fill the remaining 2-3 slots in each tour time increasing our revenue and bookings.

Select Your Target Audience

Family

What research/data are you using to further refine your target audience into target demographics?

We used VTC Visitor Profile Data and our own research to hone in on military families who have extended shore leave or telework arrangements.

What are the demographic characteristics of your target audience?

Families with 1 or more children focused on creating outdoor recreation experiences for their children. Incomes of \$100K+ as well as families with ample vacation time. We plan to schedule our social media boosts 2 months before school holidays and federal holidays and try to convert visitors to booking with us in September and October as well as April and May.

Marketing Plans (50 Points)

Cash Match Marketing Plan

Media Name and Description	Target Market and Demographic	Ad Placement Date (if applicable)	Amount/ Value
Paid Facebook	Hampton Roads, Families of 4; incomes over \$100K	July 2025 to September 2025	2000
Paid Blue Ridge Outdoors	Hampton Roads; Outdoor Enthusiasts incomes over \$100K	July 2025 to Sept 2025	5000
Paid New York Times	New York; Urban Dwellers; Outdoor Enthusiasts with incomes over \$150K	July 2025 to September 2025	3000

Total Cash Match Marketing Plan

10000.00

VTC Reimbursable Marketing Plan

Media Name/Description	Target Market/Demographic	Ad Placement Date (if applicable)	Amount
Paid; The New Yorker	Urban Dwellers/Outdoor enthusiasts age 25+ with incomes \$75K & Up	July 2025	3000
Paid; Welcome Centers	Families traveling I-95 and I-85 Corridor; 3 Welcome Centers	2025-2026	3600
Paid; Virginian Pilot	Families in Hampton Roads; Incomes over \$100K	July 2025	3400

Total Reimbursable Marketing Plan

10000.00

BONUS POINTS: VIFL Activation Type (5 Bonus Points)

VIFL Activation Type

Virginia is for Lovers banner on-site

Beyond the required usage of

the Virginia is for Lovers logo, how will you integrate the Virginia is for Lovers brand in your marketing and advertising materials?

VTC Virginia is for Outdoor Lovers banner will be in our kayak shed with hashtags for visitors to post to social media

Dates (If Applicable)

2025-2026

VIFL Activation Type

Virginia is for Lovers merchandise for sale on-site

Save and Submit

Acceptance of Terms

I understand that by submitting this application that I am agreeing to the full program Terms and Conditions.

✓ I have read and agree to the terms and conditions.

Submission Confirmation

I understand that my application is not fully submitted until I see the final submission screen and receive a .pdf of my application in my inbox (usually within 30 minutes.) If I do not receive the PDF of my application within 24 hours, I will contact VTC at VTCMLPGrant@virginia.org.

✓ I understand.